

MPD 1394.1

REVISION E

EFFECTIVE DATE: April 23, 2001

EXPIRATION DATE: April 23, 2006

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# **MARSHALL POLICY DIRECTIVE**

**CD01**

## **CONTROL OF AUDIOVISUAL PRODUCTS**

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### DOCUMENT HISTORY LOG

Status (Baseline/ Revision/ Canceled)	Document Revision	Effective Date	Description
Revision	D	11/22/99	History log added with this revision; previous history contained in Directives Manager's Reference File. Rewrite of document from MMI 1394.1C to an MPD and updated document to reflect reorganization.
Revision	E	4/23/01	Section 3, replaced NMI 1383.1 with NPD 1383.1 and updated title; and added form title to section 4.

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## 1. PURPOSE

To prescribe policies to control Marshall Space Flight Center (MSFC)-funded motion picture, audio, television, and interactive multimedia productions, including those produced for MSFC organizations by contractors.

## 2. APPLICABILITY

This Directive applies to all organizational elements of MSFC regardless of location.

## 3. AUTHORITY

NPD 1383.1, "Release and Management of Audiovisual Products and Services"

## 4. APPLICABLE DOCUMENTS

MSFC Form 2325, "Request for Audiovisual Production" (computer generated)

## 5. REFERENCES

None

## 6. DEFINITIONS

a. Audiovisual (AV) Production. For the purposes of this document, an AV production is any unified presentation, developed according to a plan or script, containing visual imagery, sound, or both, and used to convey information. Audiovisual productions include slide sets, film strips, motion pictures, television, audio recordings, and interactive multimedia combinations, including those released on digital media such as laser disks or which require a computer for playback and exist solely in digital formats, such as CD-ROMS.

b. MSFC Audiovisual Review Board. Appointed managers are to ensure that AV productions meet acceptable standards for quality, are justified based on need, are not unnecessarily duplicated elsewhere within the Agency, and meet all Agency policies. Membership on the board will include the Center Associate Director, Institutional, as Chairperson; the Director, Customer and Employee Relations Directorate, as Vice Chairperson; Director, Engineering Directorate; Manager, Information Services Department (ISD); Director, Flight Projects Directorate; and

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Manager, Education Programs Department. The Chairperson shall determine whether members present are sufficient to constitute a quorum. A specialist appointed by the Customer and Employee Relations Directorate will serve as Executive Secretary to the MSFC AV Review Board.

## 7. POLICY

The Center policy is to produce by the most economical means relevant AV productions on MSFC activities and subjects when required for informational, educational, operational, or management purposes.

## 8. RESPONSIBILITIES

### a. Requests for Audiovisual Productions

All requests for the development of AV productions will be submitted on MSFC Form 2325, Part 1, to the Executive Secretary, MSFC AV Review Board, Government and Community Relations, PRIOR TO ANY WORK BEING INITIATED BY MSFC EMPLOYEES OR ANY CONTRACTOR. The Information Services Department, Operations Group, will assist requesters in developing the estimated schedules and production costs which is Part 2 of MSFC Form 2325 and must accompany Part 1. If, after script development, the Operations Group determines the costs may exceed those estimated at inception of the project, the additional costs must be approved by the AV Review Board before proceeding with the production. Requests for AV productions must be signed by the responsible Directorate Head, Project/Program Office Manager, or Staff Office Director.

### b. Approval of Requests for Audiovisual Productions

(1) Director, Customer and Employee Relations Directorate: Requests for development of all AV productions will be reviewed by the Director, Customer and Employee Relations Directorate, who will have discretionary authority to approve products when he/she can determine (1) a need exists for a product to communicate a specific message to clearly defined audiences; (2) the effective medium has been proposed to reach the intended audience; (3) no existing production can meet the need; and (4) the cost of the intended production is reasonable considering the message and proposed audience. If a product does not meet one or more of these criteria, it must be reviewed by the full AV Review Board.

(2) Director, Customer and Employee Relations Directorate, may not approve any request which does not clearly meet one or more

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of the stated criteria in paragraph 8.b.(1). The full MSFC AV Review Board will review such requests and any others the Director, Customer and Employee Relations Directorate, chooses to refer. Once a request has been approved, the AV Review Board Executive Secretary will at once inform all members of the Board. If any board member objects to an approval within 5 working days of the notification, the production will be stopped and the request in question will be placed before the full board for consideration at the next regularly scheduled meeting.

(3) If a request is for a production estimated to exceed \$25,000, it must be brought before the full AV Review Board for approval.

(4) Director, Procurement Office; Manager, Information Services Department; and Director, Customer and Employee Relations Directorate: MSFC organizations responsible for the development of AV productions will ensure that no AV productions are initiated or released for use unless accompanied by an MSFC Form 2325 approved and signed by the AV Review Board. The Procurement Officer will ensure that all new contracts issued after the effective date of this revision that contain AV requirements will follow the scope of this MPD.

(5) All other organizations will ensure that employees or contractors are not tasked to produce AV productions without approval of the MSFC AV Review Board.

#### c. Audiovisual Exclusions

The following AV productions are excluded from AV Board approval/process:

(1) Documentary Material: Photography or audio recording for documentation purposes is excluded. Documentary footage may be edited for length or technical subject matter without formal approval, as long as the resulting material is not used to tell a story or convey a message and has no indicators of an informational AV production.

(2) News and Exhibit Products: Video news releases or short video productions for the exhibit program are excluded provided they are approved by the Manager, Media Relations Department, or his/her designee.

(3) Training Products: Training products are excluded provided the Director, Customer and Employee Relations Directorate, or his/her designee approves them.

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d. Audiovisual Production and Distribution:

(1) After a production request has been approved, management of the production is the responsibility of the Operations Group, Information Services Department, or the contractor designated to provide the AV product. This includes determining production processes and techniques. The approving official will assign an individual member of the board for script review at time of approval of production.

(2) Requesting organizations are solely responsible for the content of productions including scope, approach, philosophy, policy, objectives, and technical accuracy as well as accuracy of script content. Consequently, approval by the head of the requesting organization is required and will be secured in writing by the Operations Group prior to screening for final board approval.

(3) At the time the production is in final form and has been approved by the head of the requesting organization, the AV Review Board will review and approve the product at its next regularly scheduled meeting. No AV production will be issued for any use prior to board approval and no MSFC AV production will be presented to the public without prior release by the Customer and Employee Relations Directorate.

## 9. RECORDS

Signed MSFC Form 2325 will be maintained by the Executive Secretary of the AV Board.

Minutes of the AV Review Board will be maintained by the Executive Secretary.

## 10. MEASUREMENT

None

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## 11. CANCELLATION

MPD 1394.1D dated November 22, 1999

Original Signed by  
Sidney P. Saucier for

A. G. Stephenson  
Director